

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WISCONSIN	4,891,769	5,363,675	5,466,418	5,637,212
MEDIAN AGE (YRS)		36.0	36.9	38.0
JANESVILLE-BELOIT, WI	139,510	152,307	153,935	156,996
MEDIAN AGE (YRS)		35.8	36.8	37.9
HISPANICS (ANY RACE)		5,953	6,741	8,022
STATE'S PERCENTAGE		3.91%	4.38%	5.11%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	138,610	139,467	141,278
MSA'S PERCENTAGE	91.01	91.57	92.76
MEDIAN AGE (YRS)	37.0	38.1	39.5
BLACK/AFRICAN-AMERICAN	7,048	7,211	7,436
MSA'S PERCENTAGE	4.63	4.73	4.88
MEDIAN AGE (YRS)	26.6	26.4	26.8
AMERICAN INDIAN/NATIVE	422	451	491
MSA'S PERCENTAGE	0.28	0.30	0.32
MEDIAN AGE (YRS)	29.7	28.9	28.8
ASIAN	1,191	1,272	1,397
MSA'S PERCENTAGE	0.78	0.84	0.92
MEDIAN AGE (YRS)	28.4	28.0	28.1
HAWAII/PACIFIC ISLANDER	61	63	72
MSA'S PERCENTAGE	0.04	0.04	0.05
MEDIAN AGE (YRS)	29.1	28.2	30.0
OTHER	2,691	3,073	3,680
MSA'S PERCENTAGE	1.77	2.02	2.42
MEDIAN AGE (YRS)	22.7	23.6	24.9

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	27,027	27,266
SUBURBAN	91,342	93,091
RURAL	35,566	36,639

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$49,391	-----	
PER CAPITA	\$23,249	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$2,330,681,000	\$2,891,975,000	24.08%
FOOD AT HOME TOTAL	\$280,757,700	\$317,229,400	12.99%
FOOD AWAY FROM HOME TOTAL	\$243,155,600	\$298,697,500	22.84%
FOOD AS % OF TOTAL EXPENDITURES	22.48%	21.30%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$51,704,500	\$59,020,100	14.15%
FISH & SEAFOOD PRODUCTS	\$4,975,400	\$5,673,000	14.02%
FRUITS & VEGETABLES	\$29,076,200	\$32,425,200	11.52%
DAIRY PRODUCTS	\$30,936,800	\$34,841,500	12.62%
BAKERY PRODUCTS	\$30,827,700	\$33,755,500	9.50%
CEREALS & PRODUCTS	\$15,517,500	\$17,816,600	14.82%
PREPARED FOODS	\$47,654,300	\$54,375,500	14.10%
JUICES	\$6,807,500	\$7,598,600	11.62%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$16,682,200	\$22,678,800	35.95%
FAST FOOD	\$7,337,400	\$9,687,800	32.03%
FULL SERVICE	\$9,344,800	\$12,991,000	39.02%
LUNCH	\$60,740,400	\$74,210,000	22.18%
FAST FOOD	\$37,241,800	\$44,388,400	19.19%
FULL SERVICE	\$23,498,600	\$29,821,600	26.91%
DINNER	\$87,570,500	\$109,813,600	25.40%
FAST FOOD	\$36,189,700	\$43,430,500	20.01%
FULL SERVICE	\$51,380,800	\$66,383,100	29.20%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$865	\$953	10.17%
POULTRY	\$220	\$244	10.91%
EGGS	\$36	\$39	8.33%
FISH & SEAFOOD			
FRESH	\$42	\$45	7.14%
FROZEN	\$29	\$33	13.79%
CANNED	\$13	\$13	0.00%
FRUITS / VEGETABLES			
FRESH	\$323	\$350	8.36%
CANNED	\$85	\$94	10.59%
FROZEN	\$60	\$61	1.67%
OTHER	\$19	\$18	-5.26%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$175	\$187	6.86%
CHEESE	\$142	\$147	3.52%
ICE CREAM	\$81	\$88	8.64%
BUTTER / MARGARINE	\$43	\$52	20.93%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$398	\$421	5.78%
COOKIES	\$75	\$79	5.33%
CRACKERS	\$43	\$45	4.65%
CEREALS & PRODUCTS			
CEREALS	\$155	\$165	6.45%
PASTA PRODUCTS	\$41	\$48	17.07%
FLOUR & MIXES	\$44	\$52	18.18%
RICE	\$19	\$23	21.05%
PREPARED FOODS			
SNACKS/CHIPS	\$145	\$168	15.86%
JUICES	\$114	\$123	7.89%
FROZEN/PREP. OTHER	\$116	\$135	16.38%
SOUPS	\$67	\$77	14.93%
SAUCES & GRAVIES	\$61	\$60	-1.64%
BABY FOOD	\$46	\$50	8.70%
FROZEN MEALS	\$42	\$47	11.90%
NUTS	\$33	\$36	9.09%
SALADS	\$25	\$29	16.00%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch